



PATENT
Dock t No. 10551/321

4
DL
07/29/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Ronald D. BLUM et al.
SERIAL NO. : 10/074,026
FILED : February 14, 2002
FOR : FLOOR MAT WITH VOICE-RESPONSIVE DISPLAY
GROUP ART UNIT : 2641

ASSISTANT COMMISSIONER
FOR PATENTS
Washington, D.C. 20231

RECEIVED

JUL 22 2003

Technology Center 2600

INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. § 1.97 & § 1.98

S I R:

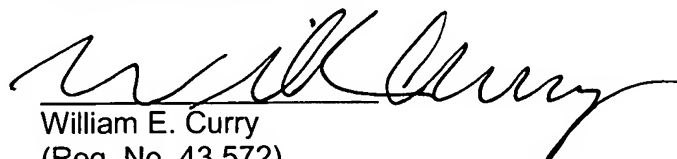
In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56, the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention. Because the references are being submitted before the mailing of a first Office Action, no fee is owing. 37 C.F.R. § 1.97(b)(3).

Those references cited herein but for which copies have not been provided have already been considered in related U.S. Patent Application Nos. 10/137,357 (now patent no. 6,507,285 B2).

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

Respectfully submitted,

Date:

July 21, 2003 
William E. Curry
(Reg. No. 43,572)

KENYON & KENYON
1500 K Street, N.W., Suite 700
Washington, DC 20005
Tel: (202) 220-4200
Fax: (202) 220-4201
462522_1.DOC

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1

of 2

Complete if Known

Application Number	10/074,026
Filing Date	February 14, 2002
First Named Inventor	Ronald D. Blum, et al.
Art Unit	2641
Examiner Name	Unassigned
Attorney Docket Number	10551/321

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
		US-3,916,401	10/1975	Freeman	
		US- 5,161,041	11/1992	Abileah, et al.	
		US- 5,848,830	12/1998	Castle, et al.	
		US- 5,886,474	3/1999	Asai, et al.	
		US- 6,010,429	1/2000	Prueitt	
		US-6,084,526	7/2000	Biotky et al.	
		US-6,219,876	4/2001	Blum	
		US-6,233,776	5/2001	Blum, et al.	
		US-6,417,778	7/2002	Blum, et al.	
		US-2001/0011399	08/2001	Blum, et al.	
		US-2003/0066073 A1	04-03-03	Rebh	
		US-			

RECEIVED

JUL 22 2003

Technology Center 2600

FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
		EP 0 354 281	2/1990			
		EP 0 374 860	6/1990			
		WO 00/79871	4/2000			
		WO 01/27909 A1	4/2001			
		DE 3147113 A1				

Examiner
SignatureDate
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



PTO/SB/08b(05-03)

Approved for use through 04/30/2003. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet

of

Complete if Known

Application Number	10/074,026
Filing Date	February 14, 2002
First Named Inventor	Ronald D. BLUM, et al.
Group Art Unit	2641
Examiner Name	Unassigned
Attorney Docket Number	10551/321

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		MMR Journal, "Floor Decals New Wrinkle in P-O-P Ads", Vol. 16, No. 10, p.13, Apr. 5, 1999, USA	
		Philadelphia Enquirer, "Cherry Hill, N.J. Firm Wants You To Look Down On Its Ads", Regional Newspaper, Aug. 27, 1998, USA	
		"Floor Graphics" advertisements, copyright 2002	
		U.K. Patent Office Search report dated May 28, 2003	

RECEIVED

JUL 22 2003

Technology Center 2600

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.